

ABSTRACT OF THE DISCLOSURE

The invention concerns a dynamic display system based on a backlighted box (1, 1', 1'') provided with at least one front opening (10), support means (16) for supporting a poster frame (3), with a backlighting system for the poster. A removable digitally controlled display device (2) is inserted in the opening (10) left free by the poster. The removable device (2) comprises a front part formed by a flat display screen (200) mounted in a frame (20), and a controlling and managing rear part fixed on the back of the front part. The removable device (2) comprises an electrical and mechanical interface to set up a connection with an electric power supply and maintain the device in the opening (10).